

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FOURTH SEMESTER – APRIL 2022

UDJ 1501 – UNDERSTANDING JOURNALISM

(19 & 20 BATCHES)

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

(10 x 2 = 20 Marks)

1. Define Journalism.
2. What are the 4 pillars of Indian democracy?
3. Define mass media.
4. Name any two international media.
5. Who is called as Father of Indian Journalism?
6. Describe PTI.
7. Enlist the normative theories.
8. Describe Globalization.
9. Write a short note on 'Hicky Gazette'.
10. What is proximity?

SECTION B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Write about the impact of globalization on journalism today .
12. Define development communication theory and explain how it is important for India, today.
13. 'Dissemination of news.' Explain this term.
14. Describe the different news values of journalism.
15. What are the different purposes of journalism?
16. 'Journalism is the timely reporting of events.' Comment on it.
17. Explain 'social responsibility theory' of media.

SECTION C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Explain in detail the changes brought out by the World Wide Web in Indian journalism domain.
19. 'Journalism in India is to safeguard 'Democracy.' Comment on it.
20. What are ethics you prioritize to be followed by Indian journalists? Explain.
